

CLAIMS

What is claimed is:

1. A method of conducting an advertising campaign, comprising:
selecting a plurality of targeted prospects for the campaign;
identifying a marketing characteristic for at least some of the targeted prospects;
defining a group of components to be included in the campaign, for which there are at least two alternatives;
subsequently creating a new individualized commercial for each of the at least some of the plurality of targeted prospects by automatically assembling at least one of the alternatives for each of the components in the group based at least in part upon on the marketing characteristic; and
electronically transmitting at least one of the individualized commercials to a recipient having the marketing characteristic upon which the commercial being transmitted was based.
2. The method of claim 1 wherein the step of electronically transmitting comprises transmitting at least some of the commercials as executable files.
3. The method of claim 2 wherein at least some of the executable files are authenticated.
4. The method of claim 2 wherein the marketing characteristic is selected from the group consisting of age, sex, and income.
5. The method of claim 2 wherein the marketing characteristic includes data obtained from information provided in response to a previous individualized electronic commercial.
6. The method of claim 2 wherein the group of components includes at least three visual components and at least one audio component.
7. The method of claim 2 wherein at least one of the components comprises a video clip and at least another of the components comprises an audio clip.
8. The method of claim 2 wherein at least one of the components comprises a video clip and at least another of the components comprises an audio clip, and at least a third component comprises a branding graphic distinct from both the video clip and the audio clip.

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